

REMARKS

Reconsideration and allowance of the subject application are respectfully solicited.

Claims 19 through 24 are pending, with Claims 19 and 22 being independent. Claims 19 through 23 have been amended.

REQUEST RE MAY 22, 2008 INFORMATION DISCLOSURE STATEMENT

Attached is a corrected Information Disclosure Citation Form to correct an inadvertent error in the May 22, 2008 Information Disclosure Citation Form, viz, "2000-313878" should have read --2001-313878--. Applicants respectfully request that the Examiner return the corrected Information Disclosure Citation Form so that the correct document will be made of record.

FURTHER REMARKS

Claims 19 through 24 were rejected under 35 U.S.C. § 102(b) over US 2001/0011373 A1 (Inoue '373) in view of newly-cited US 2002/0044144 A1 (Inoue '144). All rejections are respectfully traversed.

Claims 19 and 22 recite, *inter alia*, first and second electronic program guide images, each arranged as program information display areas for displaying program information of each of a respective plurality of programs corresponding to broadcasting time and channel in the matrix format area, wherein (1) the program information display areas of the first electronic program guide image display program name information corresponding to programs of longer than a predetermined duration and do not display program name information corresponding to programs of less than or equal to the predetermined duration, and (2) the program information

display areas of the second electronic program guide display program name information corresponding to programs of longer than a predetermined duration and also display program name information corresponding to all programs of less than or equal to the predetermined duration, which are included in the matrix format area.

However, Applicants respectfully submit that neither Inoue '373 nor Inoue '144, even in the proposed combination, assuming, *arguendo*, that such could be combined, discloses or suggests at least the above-discussed claimed features as recited, *inter alia*, in Claims 19 and 22.

Applicants respectfully submit that Inoue '373 merely shows, e.g., that the information regarding *one* selected short program is shown in the summary information field 35 when the user selects the short program cell (e.g., [0085]), where the summary information field is located outside of the program information display area. Applicants submit that Inoue '373's technique, therefore, is equivalent to the techniques disclosed in the "BACKGROUND OF THE INVENTION" section of the present application, and that Inoue '373 is completely silent at least as regards the above-discussed claimed features recited, *inter alia*, in Claims 19 and 22.

The Official Action states that Inoue '373 lacks displaying program information in matrix format, and therefore relies upon Inoue '144. Applicants respectfully traverse such reliance. However, Applicants respectfully submit that Inoue '144, like Inoue '373, merely discloses, e.g., the technique of displaying program information of the selected program in a predetermined field or a popup window, and program information of the short programs other than the selected short program cannot be displayed. Accordingly, Applicants respectfully submit that even if the documents could be combined as proposed, *arguendo*, the combination would fail to disclose or suggest at least the above-discussed claimed features as recited, *inter alia*, in Claims 19 and 22.

Applicants further respectfully submit that there has been no showing of any indication of motivation in the cited documents that would lead one having ordinary skill in the art to arrive at the above-discussed claimed features as recited, *inter alia*, in Claims 19 and 22. To the contrary, Applicants respectfully submit that in Inoue '373, if there are a plurality of short programs, the user must select one of the short programs to display program information (e.g., focusing one of cells by moving a cursor by operating a remote controller), whereas by means of the features of the present invention, the second electronic program guide image of the present invention may display program name information corresponding to *all* programs of less than or equal to the predetermined duration, whereby the user can check program name information corresponding to *all* short programs. Of course, the claims are not limited to the disclosed embodiments.

The dependent claims are also submitted to be patentable because they set forth additional aspects of the present invention and are dependent from independent claims discussed above. Therefore, separate and individual consideration of each dependent claim is respectfully requested.

Applicants submit that this application is in condition for allowance, and a Notice of Allowance is respectfully requested.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should to be directed to our below listed address.

Respectfully submitted,

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